GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:1598
ANSWERED ON:09.12.2004
DECLINE IN ADVERTISEMENTS
Chandel Shri Suresh

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether in the wake of policy of liberalisation there has been a decline in the number of advertisements given by the Union Government through the Directorate of Audio- Visual Publicity (DAVP);

(b) if so, the reasons therefor and the extent of the decline;

(c) whether the advertisement of DAVP are not thematic to the requisite standard owing to which various departments of the Union Government have to hire the services of the private advertisement agencies;

(d) if so, whether this is happening due to the shortage of employees devoid of skill and expertise in the art of advertisement posted in the Directorate; and

(e) if so, the sanctioned strength of the employees working in all the categories in the Directorate and the number of those presently employed in it alongwith the details of the steps being taken by the Government to make advertisements more appealing and thematic and to do way with the shortcoming of the employees?

Answer

THE MINISTER OF ENVIRONMENT AND FORESTS (SHRI A. RAJA)

(a) No, Sir.

(b) Does not arise.

(c), (d) & (e) : The Directorate of Advertising and Visual Publicity (DAVP) has qualified artists, well versed in advertising and has a Studio with Desk Top Publishing (DTP) facilities. Most of the advertisements released are designed and prepared in-house. However, Ministries/Departments are free to get their advertisements designed from outside and released through DAVP. DAVP endeavours to improve the advertisement designs, which is a continuous process.

The sanctioned staff strength and those in position are 854 and 665, respectively.